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# NATIONAL SPORTS FORUM

PITTSBURGH | FEBRUARY 26 - 28, 2024

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# BREAKOUT SESSIONS AT A GLANCE

ALL PROGRAMMING WILL BE HELD AT THE WYNDHAM GRAND PITTSBURGH DOWNTOWN

TUESDAY AM	TUESDAY PM	WEDNESDAY AM	WEDNESDAY PM
Sponsorship: Pounding the Rock: Leveraging Process & Excitement to Engage Growing Partnerships	Sponsorship: Ensuring Partner Satisfaction: Adapt to Changing Priorities & Guarantee a Renewal	Wild Card: Growing Premium Business While Upgrading the Customer Experience	Social Media: Strength in Numbers: How the US Open Social Media Team Hit 1.65 Billion Engagements
Marketing: Creative Practice in Sports: Using Creativity and Inspiration in the Brainstorm	Ticket Operations: The Future of Ticketing	Fan Engagement: Strapped for Sports: Equity vs Innovation	Sr. Management: Developing a Game Plan: Data-Driven Strategies for Crisis Management
Fan Engagement: Engaging Fans and Communities Through Brand Sponsor Experiences	Wild Card: Sponsorship Revenue Benefits of Team-Owned Networks	Wild Card: The Six Best Ideas You Should Be Doing NOW!	Business Intelligence: The Game Changing Power of Data: How Analytics Transforms Sports Partnerships
Business Development: Blueprint for Success: Insights from the Pirates Small Business Program	Fan Entertainment: Game Changers: Unleashing the Power of Dynamic Entertainment in Sports Arenas	DEI: The ERG Playbook: Championing Inclusion & Employee Engagement Through the Power of ERG's in Sports	Sponsorship: KPIs that Matter: How Good Measurement Sets Up Partnerships for Success
DEI: If Not Now, When? Embracing Inclusive Leadership in Professional Sports	Digital Marketing: Keeping it Reel: Why Brands are Seeking Original Content to Connect with Fans	Sr. Management: The Human Side of Ai	Marketing: Scoring Big in a Small Market: How 5 Strategic Marketing Moves Boosted Walk-Up Sales by 30%
Social Media: Inside the Ropes: How the Detroit Pistons are increasing their Social Impact by 20%	DEI: Prime Time Playbook: Deion Sanders and the DEIB Revolution in Sports	Marketing: Sports Marketing Ai: 30 Tools in 60 Minutes to Transform Your Business & Career	Customer Service & Retention: Strengthening the Sales Proposition for New Sales and Renewal Discussions

*\*Speakers & sessions subject to change*

# MONDAY, FEBRUARY 26

Time	PROGRAM (All Events at Wyndham Grand Pittsburgh Downtown)		SESSION LEADERS
8:00 am	<b>CASE CUP COMPETITION</b>		
8:00 am	BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT (BDSE) WORKSHOP Presented By: 	Private workshop	BDSE Committee
9:00 am	RETENTION & CUSTOMER SERVICE WORKSHOP	Open to All	Ron Contorno, Full House Solutions, Tom Hoof, Ken Troupe, SportsBiz Builders
	<b>SALES LEADERSHIP ROUNDTABLE</b>	Open to All	Brian Richeson, Tampa, FL, Madison Aldis, San Antonio Spurs, Dan Caplan, New York Yankees
11:00 am	<b>SUNDAY BRUNCH</b>		(Provided at Wyndham Grand Pittsburgh Downtown)
12:00 pm	<b>BANKING &amp; CREDIT UNION SPONSORSHIP WORKSHOP</b>	Private Workshop	Dave Mullins, rEvolution, Sean O'Hara, Elevate
	SOCCER WORKSHOP	Private Workshop	Katie Foglia, Columbus Crew
	GETTING THE MOST OUT OF THE NSF TRADE SHOW	Open to All	David Brown, idegy, inc.
	MLB WORKSHOP	Private Workshop	Brian Jemison, Detroit Tigers & Brett Baur
	NFL WORKSHOP	Private Workshop	Kevin Hilton, San Francisco 49ers & Adam Nuse, Tennessee Titans
	ARENA WORKSHOP	Open to All	John Davis, Wheeling Nailers, Toni Will, Kalamazoo Wings
	MINOR LEAGUE WORKSHOP	Private Workshop	Andy Milovich, Awarity & Doug Holtzman, SportsDigita
2:30 pm	<b>HALF TIME SNACK BREAK</b>		(Provided at Wyndham Grand Pittsburgh Downtown)
3:00 pm	INNOVATION LAB (Includes Tech Tank) Presented By: 	Open to All	Brian Gainor, Gainor Sports, Vince Pierson, VSP Impact Strategies
	CORPORATE PARTNERSHIP & BRAND ACTIVATION WORKSHOP (Includes Tech Tank) Presented By: 	Open to All	Eric Stisser, St. Louis Blues, Rishi Lal, BSE Global
	MARKETING & FAN ENGAGEMENT WORKSHOP (Includes Tech Tank)	Open to All	Mary Pink, Iowa State & Marc Timson, MoZeus
	TICKET SALES & STRATEGY WORKSHOP (Includes Tech Tank)	Open to All	Tom Sheridan, SportsBizBuilders, Paige Farragut, FEVO
	BUSINESS INTELLIGENCE & DATA ANALYTICS WORKSHOP	Open to All	Will Eidam, Detroit Pistons
	<b>SPONSORSHIP FROM A BRAND PERSPECTIVE (BRANDS ONLY) [NEW!]</b>	Open to All	Jared Kozinn, Dansons   Pit Boss, Mary Sever, SponsorUnited
	PRIVATE EVENT & NON-GAMEDAY REVENUE WORKSHOP	Open to All	Rachel Guymon, Tennessee Titans, Jordyn Johnson, Denver Broncos, Maria Solomon RedPeg Marketing
5:00 pm	<b>BUDWEISER BEER WAGON</b>		(Provided at Wyndham Grand Pittsburgh Downtown)
5:30 pm	BUSES DEPART WYNDHAM FOR PNC PARK		
6:00 pm	2024 WELCOME RECEPTION AT PNC PARK, home of the 		
8:30 pm	BUSES DEPART PNC PARK FOR WYNDHAM GRAND		

\*Speakers & sessions subject to change



**RESHINA WARREN**  
Director, Social Media Content Strategy & Analytics  
USTA



**MIKE DONNAY**  
VP, Marketing Operations  
Detroit Pistons



**LAUREN LOPEZ**  
Chief People & Culture Officer  
NWSL



**KEVIN HILTON**  
VP, Corporate Partnerships  
San Francisco 49ers



**SARAH OLSZOWY**  
VP, Marketing & Technology  
Greenleaf Hospitality Group



**RISHI LAL**  
VP, Global Partnership Development  
BSE Global



**KEVIN ACKLIN**  
President, Business Operations  
Pittsburgh Penguins



**MATT O'BRIEN**  
SVP, Partnerships  
Cleveland Cavaliers



**EBONI WILSON**  
VP, Guest Experience  
UBS Arena



**PAIGE FARRAGUT**  
EVP, Partner Success  
FEVO



**JOSH BELKOFF**  
Sr. Director, Training & Development  
Tyson Group



**KATIE FOGLIA**  
Sr. Director, Brand Strategy & Innovation  
Columbus Crew



**JEFF BROWN**  
President  
Greenville Drive









**TONI WILL**  
General Manager  
Kalamazoo Wings



**JIM DELANEY**  
President  
Activate Sports & Entertainment

# TUESDAY, FEBRUARY 27

\*Speakers & sessions subject to change

Time	PROGRAM (All Events at Wyndham Grand Pittsburgh Downtown)		SPEAKERS
8:30 am	<b>NEWCOMER'S BREAKFAST</b> Presented by : 		<b>Mary Pink, Iowa State Athletics Department</b>
10:00 am	OPENING CEREMONIES		
10:20 am	Opening Super Panel "THE NEXT INDUSTRIAL REVOLUTION? HOW AI IS GOING TO CHANGE THE WAY WE WORK"		<b>MODERATOR:</b> Brian Jemison, <i>Detroit Tigers</i> <b>PANELISTS:</b> David Burke, <i>Pittsburgh Pirates</i> , Bryan Bellows, <i>Minnesota Wild</i> , Mike Donnay, <i>Detroit Pistons</i> , Paul Bee, <i>Milwaukee Bucks</i>
11:20 am	<b>COFFEE BREAK</b> Presented By: 		(Provided at Wyndham Grand Pittsburgh Downtown)
BREAKOUT BLOCK 1	11:45 am	<b>FAN ENGAGEMENT</b> Engaging Fans and Communities Through Brand Sponsor Experiences Presented By: 	<b>John Roberson, Advent, Jeff Brown, Greenville Drive</b>
		<b>MARKETING</b> Creative Practice in Sports: Using Creativity and Inspiration in the Brainstorm	<b>Rebeca Ramirez &amp; Nick Ardito, MLSE</b>
		<b>DEI</b> If Not Now, When? Embracing Inclusive Leadership in Professional Sports	<b>Katrina Dorsey, Pro Sports Assembly, Eboni Wilson, UBS Arena, Tyler Beadlescomb, Indiana Pacers, Lauren Lopez, NWSL</b>
		<b>SOCIAL MEDIA</b> Strength in Numbers: How the US Open Social Media Team Hit 1.65 Billion Engagements	<b>Reshina Warren, Alyssa Simonin, USTA</b>
		<b>SPONSORSHIP</b> Pounding the Rock: Leveraging Process & Excitement to Engage Growing Partnerships	<b>Matt O'Brien, Cleveland Cavaliers/Rock Entertainment Group &amp; 100 Thieves</b>
		<b>TICKET SALES</b> Ai-yi-yi - What's Working in Ai to Sell More Tickets	<b>Bill Guertin, ISBI 360 Training, Sales &amp; Recruitment Network</b>
		<b>SR. MANAGEMENT</b> Brand Under Fire: A New Playbook for Crisis Management	<b>Chris Hunt, Legend Labs</b>
1:00 pm	<b>LUNCH IN THE TRADE SHOW</b>		(Provided at Wyndham Grand Pittsburgh Downtown)
BREAKOUT BLOCK 2	2:30 pm	<b>SPONSORSHIP</b> Ensuring Partner Satisfaction: Adapt to Changing Priorities & Guarantee a Renewal	<b>Megan Grubbs, rEvolution</b>
		<b>WILD CARD</b> Sponsorship Benefits of Team-Owned Networks	<b>Yasmine Kannan, NESN/SportsNet Pittsburgh, Jack Tipton, Pittsburgh Penguins</b>
		<b>TICKET OPERATIONS</b> The Future of Ticketing	<b>Andrew Bragman, SoFi Stadium &amp; Hollywood Park</b>
		<b>FAN ENTERTAINMENT</b> Game Changers: Unleashing the Power of Dynamic Entertainment in Sports Arenas	<b>Toya Ambrose, Chicago Luvabulls</b>
		<b>DEI</b> Prime Time Playbook: Deion Sanders and the DEIB Revolution in Sports	<b>Camille Stuart, EY</b>
		<b>TECHNOLOGY</b> It's Not a Fad, It's the Future Presented By: 	<b>Matt Perl, ON Platform, Tania Haladner, Chicago Sky, Chris Paolini, Carolina Hurricanes, Jeff Garner, Pittsburgh Riverhounds)</b>
		<b>DIGITAL MARKETING</b> Keeping it Reel: Why Brands are Seeking Original Content to Connect with Fans	<b>Grant Jones, Julie Harrison Harney, LEARFIELD</b>
		<b>SENIOR MANAGEMENT</b> First Things First: Getting the Ingress Right in New Construction and Venue Upgrades Presented By: 	<b>John Baier, Evolv</b>
	3:30 pm	<b>AFTERNOON SNACK BREAK</b> Presented By: 	
	4:00 pm	<b>AFTERNOON SESSION STARTS - Announcing the 2024 Case Cup Winners &amp; Project Possible Award Winner</b>	
	4:30 pm	Afternoon Super Panel "HER TIME: THE CHANGING FACE OF SPORTS LEADERSHIP"	
		<b>MODERATOR:</b> Toni Will, <i>Kalamazoo Wings</i> <b>PANELISTS:</b> Danita Johnson, <i>DC United</i> , Tracey Mcants Lewis, <i>Pittsburgh Penguins</i> , Macaela Mackenzie, <i>Author</i>	
5:45 pm	<b>OPENING NIGHT IN THE TRADESHOW</b>		



**JARED KOZINN**  
Head of Sports Partnerships  
*Danons / Pit Boss*



**JAKE LENZ**  
VP of Strategy & Insight  
*SRS Partners*



**TOYA AMBROSE**  
Head Coach  
*Chicago Luvabulls*



**KEN TROUPE**  
Co-Founder  
*SportsBiz Builders*



**JACK TIPTON**  
SVP, Partnerships  
*Pittsburgh Penguins*



**VINCENT PIERSON**  
CEO  
*VSP Impact Strategies*



**DAVID BURKE**  
EVP, Sales & Business Development  
*Pittsburgh Pirates*



**HEATHER LYKE**  
Athletic Director  
*University of Pittsburgh*



**JOHN DAVIS**  
Chief Operating Officer  
*Wheeling Nailers*



**TRAVIS WILLIAMS**  
President  
*Pittsburgh Pirates*



**ALYSSA SIMONIN**  
Manager, Social Media  
*USTA*



**KATRINA DORSEY**  
Membership and Engagement Manager  
*Pro Sports Assembly*



**MARY PINK**  
Associate Athletics Director,  
*Iowa State Athletics*








**ERIC STISSER**  
VP, Corporate Sponsorships  
*St. Louis Blues*



**YASMINE KANAAN**  
Director of Strategy & Business Development  
*NESN/SportsNet Pittsburgh*

# WEDNESDAY, FEBRUARY 28

\*Speakers & sessions subject to change

Time	PROGRAM (All Events at Wyndham Grand Pittsburgh Downtown)		SPEAKERS
8:30 am	MORNING REFRESHMENTS IN THE TRADE SHOW HALL		(Provided at Wyndham Grand Pittsburgh Downtown)
9:00 am	OPENING REMARKS AND PRESENTATION OF 2024 ADCHIEVEMENT AWARDS		
10:00 am	Morning Super Panel: "VIEW FROM THE TOP"	Presented by:  ADVENT	MODERATOR: John Roberson, Advent PANELISTS: Kevin Acklin, Pittsburgh Penguins; Travis Williams, Pittsburgh Pirates, Jeff Brown, Greenville Drive, Chris Kaiser, Cleveland Cavaliers
11:00 am	COFFEE BREAK		(Provided at Wyndham Grand Pittsburgh Downtown)
11:30 am	DEI	The ERG Playbook: Championing Inclusion & Employee Engagement Through the Power of ERG's in Sports	Chanelle Reynolds, Washington Commanders
	PREMIUM SALES	Growing Premium Business While Upgrading the Customer Experience	Jessica Gaffney, WAVEWORK
	FAN ENTERTAINMENT	\$trapped for Sports: Equity vs Innovation	Bobby Dichiaro, Sodexo Live! Jeff Garner, Pittsburgh Riverhounds
	SR. MANAGEMENT	The Human Side of Ai	Josh Belkoff, Tyson Group
	MARKETING	Sports Marketing Ai: 30 Tools in 60 Minutes to Transform Your Business & Career	Jim Delaney, Activate Sports & Entertainment
	WILD CARD	The Six Best Ideas You Should Be Doing Now!	Ron Seaver, National Sports Forum
	BUSINESS ANALYTICS	Building a Modern Day Strategy & Analytics Team in Sports	Greg Krug, Navigate, Karlis Kezbers, Ticketmaster
	SPONSORSHIP	Activating Sponsor Loyalty: How Sports Teams Can Grow Sponsorship Revenue and Improve Partner Retention by Mimicking the Airline Partnership and Rewards Model	Pat Coyle, Credenza
12:30 pm	LUNCH IN THE TRADE SHOW		(Provided at Wyndham Grand Pittsburgh Downtown)
2:30 pm	SR. MANAGEMENT	Developing a Game Plan: Data-Driven Strategies for Crisis Management	Jen Fry, JenFryTalks
	BUSINESS INTELLIGENCE	The Game Changing Power of Data: How Analytics Tranforms Sports Partnerships	Wyatt Mayham, CastMetrics.ai
	SOCIAL MEDIA	Inside the Ropes: How the Detroit Pistons are Increasing their Social Impact by 20%	Justin Winget, Detroit Pistons
	CUSTOMER SERVICE & RETENTION	Strengthening the Sales Proposition for New Sales and Renewal Discussions	Ethan Olson & Quen Lamb, Nielsen Sports
	SPONSORSHIP	KPIs that Matter: How Good Measurement Sets up Partnerships for Success	Jake Lenz, SRS Partners
	MARKETING	Scoring Big in a Small Market: How 5 Strategic Marketing Moves Boosted Walk-up Sales by 30%	Sarah Olszowy, Greenleaf Hospitality Group
	FAN ENGAGEMENT	The Future of Immersive Fan Experiences	Presented By:  Rick Boss, Sky Elements
	NTR	TBA	Jordyn Johnson, Denver Broncos
3:45 pm	ICE CREAM BREAK		(Provided at Wyndham Grand Pittsburgh Downtown)
4:20 pm	Closing Super Panel: "Spotlight on Soccer - The Most Beautiful Business"		Presented By:  TickPick MODERATOR & PANELISTS: John Durbin, Boris Gartner, LaLiga North America, Brett Goldberg, TickPick
5:50 pm	BUDWEISER BEER WAGON		Presented By:  TickPick
6:20 pm	BUDWEISER GALA at Acrisure Stadium, home of the <b>Steelers</b>		Presented by:  KEYNOTE SPEAKER: Ryan Huzjak, Pittsburgh Steelers



**DANITA JOHNSON**  
President of Business Operations  
D.C. United



**TYLER BEADLESCOMB**  
VP and Head of Digital Strategy  
Indiana Pacers



**WILL EIDAM**  
Director, Partnership & Digital Marketing Analytics  
Detroit Pistons



**JESSICA GAFFNEY**  
Founder & CEO  
WAVEWORK



**WYATT MAYHAM**  
CEO  
CastMetrics.ai



**MEGAN GRUBBS**  
VP, Research  
rEvolution



**ADAM NUSE**  
Chief Revenue Officer  
Tennessee Titans



**ANDY MILOVICH**  
Chief Marketing Officer  
Awarity



**CHANELLE REYNOLDS**  
DEI Programs Lead  
Washington Commanders



**SEAN O'HARA**  
VP, Partnerships  
Elevate



**BRETT BAUR**  
VP Corporate & Premium Partnership Sales  
Pittsburgh Pirates



**JEN FRY**  
CEO  
JenFry Talks



**TOM SHERIDAN**  
Co-Founder  
SportsBiz Builders



**BRIAN JEMISON**  
Sr. Director, Membership Services  
Detroit Tigers



**BOBBY DICHIAIRO**  
Regional Vice President  
Sodexo Live!

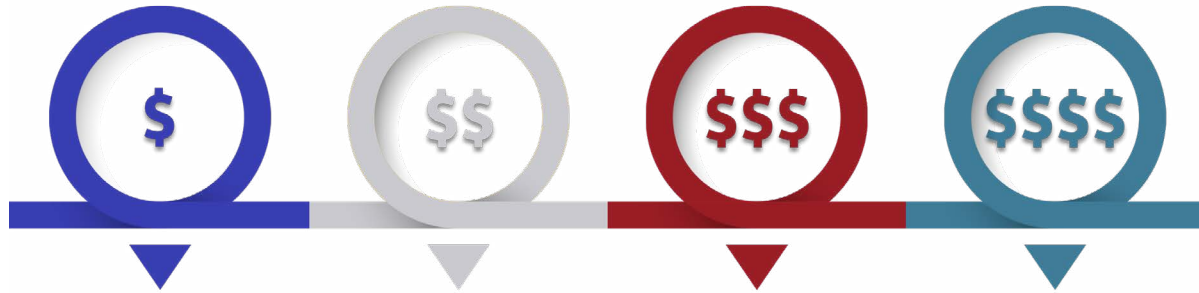


## MONDAY WORKSHOPS

### Best Practices & Idea Sharing

Time	MONDAY WORKSHOP	WORKSHOP DESCRIPTION	
8:00 am	<b>BDSE (BUSINESS OF DIVERSITY IN SPORTS &amp; ENTERTAINMENT) WORKSHOP</b>	This special interactive program is reserved exclusively for the BDSE cohort. The session will focus on networking, leadership and career development centered around increasing diversity within the leadership ranks of the sports industry.	Private Workshop
9:00 am	<b>RETENTION &amp; CUSTOMER SERVICE WORKSHOP</b>	Service and retention professionals will share best practices, brainstorm new ideas, and hear from vendors that are helping teams succeed. Topics will include staffing, season ticket holder benefits, rookie account strategy, tracking at-risk accounts, renewal timelines, and winning back past customers.	Open to All
	<b>SALES LEADERSHIP ROUNDTABLE</b>	The Sales Leadership Roundtable brings together sales leaders across the country. The roundtable is structured to bring a diverse group of league professionals together for open and candid conversations on the challenges faced by sports business teams.	Open to All
12:00 PM	<b>GETTING THE MOST OUT OF THE TRADE SHOW</b>	RECOMMENDED FOR EXHIBITORS. Stop in to hear some tips and tricks on how you can maximize your time at this year's NSF!	Open to All
	<b>SOCCER (MLS, NWSL, USL) WORKSHOP</b>	Join Katie and colleagues from across MLS, NWSL, USL and other soccer organizations to discuss a strategic approach to growing the beautiful game. Topics could include: preparing for 2026 World Cup, selling soccer – a sport for a new North America, a look inside The Crew's Championship Strategy, driving revenue through new creative platforms and more!	Private Workshop
	<b>MLB WORKSHOP</b>	A candid round table discussion with MLB executives on ticket sales, services and marketing. Come be a part of the camaraderie, ask the tough questions, get better insight and take it all back to your respective clubs.	Private Workshop
	<b>MINOR LEAGUE WORKSHOP</b>	A unique opportunity for Minor League executives to come together to discuss creativity, ticketing, sponsorship & marketing as it applies to the Minors. Join the industry's most innovative executives for this day-long session.	
	<b>NFL WORKSHOP</b>	Connect with fellow NFL executives in a private idea-sharing session highlighting marketing and ticketing strategies, sponsorship opportunities, as well as suite sales initiatives.	Private Workshop
	<b>ARENA WORKSHOP</b>	A special chance for NBA, NHL and other arena-focused executives to join together for an open discussion highlighting best business practices within sponsorship, ticketing, marketing, and much more.	Open to All
	<b>CREDIT UNION &amp; BANKING SPONSORSHIP WORKSHOP</b>	This workshop is designed for brand marketers from Credit Unions & Banks to collaborate and discuss their partnership success stories, their biggest challenges, and the latest trends in sponsorship. It's also a chance for teams & properties to join the conversation on how to best bring these partnerships to life.	Private Workshop
2:30 pm	<b>AFTERNOON SNACK (Provided at Wyndham Grand Pittsburgh Downtown)</b>		
3:00 pm	<b>TICKET SALES &amp; STRATEGY WORKSHOP (Includes Tech Tank)</b>	We're bringing together top executives to discuss their best tips and strategies to boost revenue. This is a great opportunity to explore some of the latest trends to increase revenue for your team or organization.	Open to All
	<b>CORPORATE PARTNERSHIPS &amp; BRAND ACTIVATION WORKSHOP (Includes Tech Tank)</b>	Connect with fellow executives in this idea-sharing session on how to generate revenue-streams, drive consumer reaction to your brand, and maximize your corporate partnerships.	Open to All
	<b>MARKETING &amp; FAN ENGAGEMENT WORKSHOP (Includes Tech Tank)</b>	Learn and discuss some great marketing strategies and learn innovative ways to enhance in-venue experience in this idea-sharing session aimed to help you take fan engagement to new heights.	Open to All
	<b>BUSINESS INTELLIGENCE &amp; DATA ANALYTICS</b>	Is your department committed to making more data-driven decisions, but not sure where to start? Join as industry professionals who work closely with the Corporate Partnership and Ticketing departments discuss ways to leverage your CRM for process efficiencies, understand data that's accessible for future proposals, and how to best collaborate with the Business Intelligence team. No advanced degree in statistics is required!	Open to All
	<b>INNOVATION LAB (Includes Tech Tank)</b>	Join the Innovation Lab for an open discussion unearthing and accurately assessing the best ideas and programs in the marketplace that will attract local, national, and international brands.	Open to All
	<b>PRIVATE EVENT &amp; NON-GAMEDAY REVENUE (IT'S BACK!)</b>	This workshop seeks to bring together ALL sports business professionals involved in both game day and non-game day events for an afternoon dedicated to idea sharing and networking. More specifically, the NTR Workshop will cover a range of topics such as event planning fundamentals, current trends, utilization of AV, marketing and promotion, risk management, and post-event evaluation.	Open to All
	<b>SPONSORSHIP FROM A BRAND PERSPECTIVE (BRANDS ONLY) [NEW!]</b>	New to the NSF, this workshop will cover topics including: Aligning the right partners and asset mix for your brand, athletes as Influencers—working with NIL, Pros and Retired Players as well as emerging technologies and tools to measure the success of brand partnerships, brand collaborations and more!	Private Workshop

## REGISTER FOR THE 2024 NSF



**Singles**  
(1-2 Badges)

**Triple Play**  
(3-6 Badges)

**Starting Line Up**  
(7-9 Badges)

**The Team**  
(10+ Badges)

**\$1,895**  
per badge

**\$1,305**  
per badge\*

**\$1,145**  
per badge\*

**\$895**  
per badge\*

**Prices valid starting January 16th - Walk Up**

*\*Must be from the same organization to take advantage of group pricing*

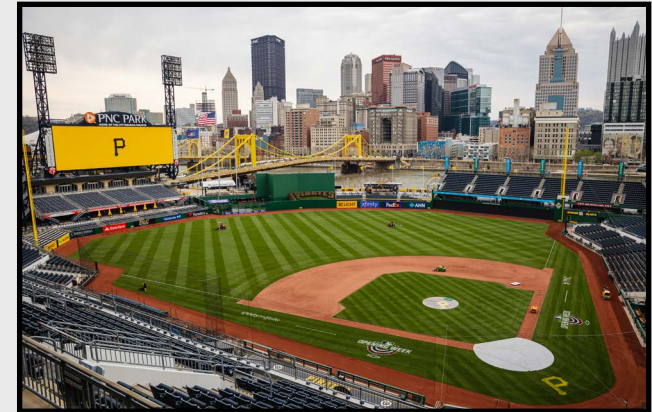
Register now for the 2024 National Sports Forum at \$1,695 per badge OR take advantage of our Group Pricing!

*For more information, contact Emily Crawford at 619-469-4101 | [emily@sports-forum.com](mailto:emily@sports-forum.com)*

## BEHIND THE SCENES TOURS



This year, the **2024 Budweiser Gala** will be held on Wednesday night at Acrisure Stadium directly following the final Super Panel of the conference on February 28th. Home to the 6 time Super Bowl Champions, Pittsburgh Steelers, attendees will get a chance to experience a behind-the-scenes tour of the stadium and our final award presentation to close out the Forum!



PNC Park will be the official host of the **Monday Night Welcome Reception** on February 26th! Attendees will have the opportunity go on a behind-the-scenes tour of the stadium followed by a reception with appetizers and drinks, and a night of networking to welcome everyone to the 28th annual National Sports Forum!

## ADDITIONAL PROGRAMMING

### ADchievement Awards 2024

The **2024 NSF ADchievement® Awards** recognize the year's most outstanding advertising campaigns in sports, highlighting all the marketing leaders in the industry. As one of the only sport-specific awards, this competition brings in hundreds of submissions to take home the award for the best and most effective advertising in 9 categories. Winners will be announced live at the 2024 National Sports Forum in Pittsburgh, PA on February 28th.

THERE IS STILL TIME TO SUBMIT YOUR WINNING IDEAS!  
VISIT [WWW.SPORTS-FORUM.COM](http://WWW.SPORTS-FORUM.COM) FOR MORE INFORMATION



The 17th annual **Case Cup Competition** will be held at the 2024 National Sports Forum. Twelve of the nation's top MBA and Sports Masters programs will compete in a 24-hour multi-disciplinary competition to see who has what it takes to take home the cup! Join us Sunday, February 26th to watch the sports industry's rising stars showcase their skills obtained from their program and compete to be named the 2024 Case Cup winner!

#### The 2024 Case Cup Contestants:



### SAMMY

The **2024 NSF SAMMY Award (Sales, Advertising, Marketing, Management, Idea of the Year)** finalists will highlight six revenue-generating ideas that showcase tremendous results in the sports industry. The six NSF SAMMY finalists will present their idea's, actions, and results to the 2024 NSF Attendees, who determine the winner. Join us to decide who will win the prestigious honors this year during the SAMMY Breakout session on Wednesday, February 28th, 11:45 am EST.

### BDSE

BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT



Thirty-five (35) of the top up-and-coming diverse sports professionals, representing many of the major organizations in the industry, will be awarded scholarships for the **11th annual NSF Business of Diversity in Sports and Entertainment program**.

Chaired by an eight-person committee, this inclusive program will focus on leadership and career development centered around increasing diversity within the leadership ranks of the industry. Each BDSE award recipient will attend the BDSE program Sunday and Monday and the full conference following that Tuesday and Wednesday.



The 2024 NSF **Project Possible Award** celebrates an individual in the sports and entertainment industry who goes above and beyond to better their community and leave a positive impact on others.

Individuals are nominated by colleagues in the sports industry and the recipient is hand selected by the NSF Steering Committee and Project Possible Award Selection Committee. The recipient will be awarded the Project Possible Award at the 2024 National Sports Forum in Pittsburgh, PA.





**DAVID BROWN**  
EVP  
*idegy*

SC Member Since: 2003



**MARY PINK**  
Associate Athletics Director  
for Marketing & Promotions  
*Iowa State*

SC Member Since: 2010



**TOM SHERIDAN**  
Co- Founder  
*SportsBizBuilders*

SC Member Since: 2010



**ANDY MILOVICH**  
CMO  
*Awarity*

SC Member Since: 2015



**DAVE MULLINS**  
SVP, Client Development  
*rEvolution*

SC Member Since: 2015



**ERIC STISSER**  
VP, Corporate Partnerships  
*St. Louis Blues*

SC Member Since: 2015



**LISA WOODWARD**  
Director, Sponsorships  
*Anheuser-Busch*

SC Member Since: 2016



**JOHN DAVIS**  
Chief Operating Officer  
*Wheeling Nailers*

SC Member Since: 2018



**PAIGE FARRAGUT**  
EVP, Partner Success  
*FEVO*

SC Member Since: 2019



**BRIAN RICHESON**  
2023 NSF MVP  
*Tampa, FL*

SC Member Since: 2019



**RON CONTORNO**  
President  
*Full House Solutions*

SC Member Since: 2020



**BRETT BAUR**  
VP, Premium &  
Corporate Partnerships  
*Pittsburgh Pirates*

SC Member Since: 2021



**KEVIN HILTON**  
VP, Corporate Partnerships  
*San Francisco 49ers*

SC Member Since: 2021



**WILL EIDAM**  
Director, Partnership &  
Digital Marketing Analytics  
*Detroit Pistons*

SC Member Since: 2022



**KATIE FOGLIA**  
Sr. Director, Brand Strategy  
& Innovation  
*Columbus Crew*

SC Member Since: 2022



**JARED KOZINN**  
Head of Sports Partnerships  
*Dansons | Pit Boss*

SC Member Since: 2022



**SEAN O'HARA**  
VP, Partnerships  
*Elevate*

SC Member Since: 2022



**VINCENT PIERSON**  
CEO & Principal Strategist  
*VSP Diversity Solutions*

SC Member Since: 2022



**ADAM NUSE**  
Chief Revenue Officer  
*Tennessee Titans*

SC Member Since: 2023



**BRIAN JEMISON**  
Sr. Director, Membership Services  
*Detroit Tigers*

SC Member Since: 2023



**DOUG HOLTZMAN**  
SVP, Sports  
*SportsDigita*

SC Member Since: 2024



**RISHI LAL**  
VP Global Partnership  
Development  
*BSE Global*

SC Member Since: 2024



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**TOM HOOF**  
Chief Marketing Officer  
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**TONI WILL**  
General Manager  
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## 2024 STEERING COMMITTEE

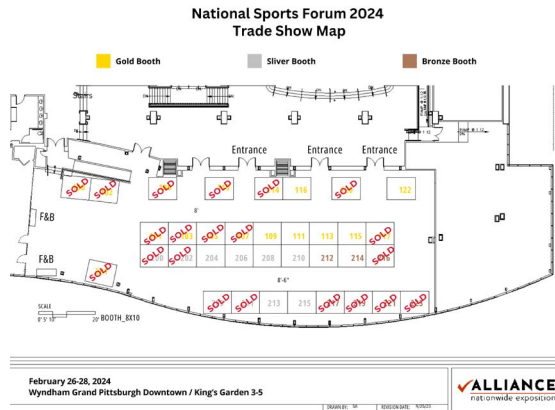


## 2024 NSF TRADE SHOW & SPONSOR VILLAGE

### EXHIBIT AT THE 2024 NSF TRADE SHOW

**SPACE IS LIMITED... REGISTER NOW!**

#### 2024 NSF TRADE SHOW MAP





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The Official Host Hotel of the 2024 National Sports Forum is the  
**Wyndham Grand Pittsburgh Downtown**  
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In the heart of downtown, conveniently located within miles of Acrisure Stadium and PNC Park, two of our incredible hosts for the 2024 National Sports Forum. All NSF programming, including workshops, super panels, breakout sessions, and the tradeshow will be taking place at this prime destination.

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